

Meeting Minutes: Assessment Highlights Meeting August 1, 2018

Present: Angela Palmer, Joy Pufhal, Angela Roman, Kristen Salomonson, Heidi Wisby, Lindsay Barber, Mark Schuelke, Angela Garrey, Elise Gramza, Eric Simone, Cindy Horn, Charlotte Tetsworth, Deanna Goldthwait, Michael Wade, Matt Chaney, Kaitlin Zies, Linda Telfer, Megan Miller, and Jeanine Ward-Roof

Guests: Jeff Ek and Kristi Haik

Absent: Nicholas Campau, Mitzi Day

Kristen began by welcoming everyone to our annual Student Affairs Assessment Highlights Review meeting and thanking them for their assessment efforts and the submission of their reports.

University Center- Mark Schuelke:

The University Center administered a satisfaction survey to their customers regarding the reservation process and conference room usage. The survey asked specifically about the ease of reserving the room and about the customer service they received on the day of their event. Concerns arose regarding technology, which will be addressed through the purchase of a new technology software. There were a few negative comments given regarding customer service and these will be discussed during staff training. Cleanliness of the building was also a concern highlighted through the survey, and Mark will address this with Physical Plant. The group suggested administering a follow up survey immediately after their event instead of only once a year.

Admissions (Process) – Charlotte Tetsworth:

Charlotte discussed the improvement of communication to students who are admitted into the General Studies Program. The content of the insert of the admissions letter was condensed in the hope to better serve our General Studies students.

Admissions (Recruitment) - Angela Garrey:

Angela Garrey followed up on last year's assessment efforts and communicated that ACT and SAT now have a concordance table. Her area of assessment for this year was the Crimson and Gold visit program. This program is similar to the previous "Student Ambassador" program. CLACS facilitated and trained students to host a perspective student. The program deemed a great success, with a large portion of our participants coming out of Oakland and Kent counties. The hope is to yield students out of this program. This year, we had 65% of the participants sign up for Orientation. Angela will continue to work through scheduling conflicts, communicating with faculty regarding the visits, etc. It was suggested by the group to have one "big day" where visitors come for one day and can interact with other participants.

Office of Student Conduct- Kaitlin Zies:

Kaitlin shared that their new conduct software allows them to send a text message to students who go through the conduct process. With this text message reminder, students

are receiving their letters sooner and more often. More students are attending their conduct conferences. Last year, 24% of students did not attend their conference; however, this year, only 15% of students did not. Next year's assessment will look more closely at registration holds.

Office of Multicultural Student Services (OMSS) – Michael Wade:

This year, OMSS was able to track more detailed information regarding their sponsored events. Moving forward, OMSS will utilize different forms of survey delivery. For instance, the smaller, more intimate events will utilize a paper-form survey and larger events will utilize on line surveys. OMSS will look for ways to improve promotion of events, especially to students who are not apt to get involved. Next year, OMSS will assess the one-on-one support offered by staff, and assess the impact on retention and student development.

Birkam Health Center (BHC) – Lindsay Barber:

Birkam Health Center launched a patient satisfaction survey in Spring semester. There has been overall positive feedback from the surveys that have come in. Starting this Fall, there will be a link to the survey and there will be an iPad kiosk located at the checkout for patients to utilize. Questions have been added to the survey asking whether patients feel respected in an ethical manner.

The online scheduling in the Healthy Dog portal is up and running. Appointments are being scheduled through this portal, which gives an option to schedule 24/7.

Personal Counseling Center (PCC) – Lindsay Barber:

The focus for the PCC assessment was on client retention. The PCC wanted to know if a client was more likely to return after one visit. There is no longer a limit to the number of times a student can visit. Overall, only 26% of clients had only one visit, with a 74% retention rate after the first visit, and a 56% retention rate after the second visit. Lindsay shared that there was not a wait list for clients, and all clients could be seen even with less staff this past year.

Center for Leadership, Activities and Career Services (CLACS) – Angela Roman:

CLACS has been able to utilize Handshake for one full year now and demographic data was shared in the report, as well as student and employer satisfaction data. Kendall students are also utilizing Handshake. There was a suggestion from the group to include data on resume writing, resources, etc.

Another area of assessment highlight for CLACS was Bulldog Beginnings. The data collected shows that learning outcomes are being met, and next year there will be more questions specific to those learning outcomes.

Next year, assessments will highlight the intentional use of swipe data from OrgSync, a new leadership program, and the Friday night programming series.

Admissions (Events) - Eric Simone:

The Admitted Student Open House had a schedule shift this year that worked well. There was a slight decrease in attendance from last year. For Orientation, there were small

tweaks in the schedule based on feedback given from the previous year, with modified activities as well. Thirteen more students attended this year than last year. Retention for Student Success receives the highest ratings of all colleges for class registration satisfaction (they conduct one-on-one advising techniques), with the College of Health Professions having the lowest satisfaction scores.

Another assessment was done on the Subscription Box Mailing Services, which were opened up to one more month this year. There was 692 participants, with 63% signing up for Orientation. Eric recommended that this service go back to a three-month service as opposed to four. There was no significant gain shown by adding the additional month.

HLC – Jeff Ek & Kristi Haik (guests):

Jeff and Kristi shared documents that highlighted the Higher Learning Commission Criterion Committee membership, the workflow, and a timeline. HLC has shared that their visits will be shorter in nature, and that all universities will be held accountable with more frequency. Jeff and Kristi are currently working on a communication plan to communicate HLC's expectations. The university has identified gaps and has committed to focusing our efforts here. It is important for all departments/divisions to review their policies and ensure that they are brought up to date. HLC is currently working on a report. If you have any questions regarding HLC, please email HLC@ferris.edu.

Institutional Research & Testing (IR&T) – Kristen Salomonson:

IR&T reviewed the option to eliminate the Scantron services that they offer, and has decided that they would not eliminate it at this time. However, the office will continue to monitor the usage of Scantron services.

A second area of assessment for IR&T was CLEP (College Level Examination Plan) tests. FSU is one of the top 100 CLEP testing sites, due to our very liberal testing policies. In the future, IR&T will conduct satisfaction surveys immediately after the CLEP test as opposed to once a year.

University Recreation – Cindy Horn:

Cindy shared important dates relevant to the renovation of the Rec Center. The staff will move into the facility on August 10, 2018; on August 24, 2018, the facility will open; and on August 27, 2018, from 6-9 pm, there will be a grand opening.

As a result of last year's assessment efforts, UREC learned that student staff wanted to be involved in the implementation of staff training. This year, a student staff member has taken the lead and has been very involved in the implementation of training.

This year's assessment efforts highlighted Outdoor Nation, a social media platform that engaged students/faculty/staff/community member regarding their outdoor recreational experiences. This year, there is no funding to continue Outdoor Nation, so Jayna is working on her own brand, "Ferris Get Outside." The assessment efforts thus far has found value in organized activities and non-organized activities.

Title IX – Joy Pufhal:

Kevin’s assessment showed that 84% of students who disclosed connected with him for an intake; this is up from last year. The results from the Campus Climate Survey were generally consistent from 2016 and from national responses. This year, there was a large increase in participants. Data from the survey showed that many people who disclose do so to a friend or other students.

Financial Aid – Heidi Wisby:

Heidi did assessment on federal loan defaulters, looking at their characteristics. There were 310 loan defaulters, and most are at academic risk. There are currently 1200 students who are not making SAP (satisfactory academic progress).

Registrar’s Office – Elise Gramza:

Elise assessed the Preferred First Name policy, a policy that was approved by President’s Council. The policy included not only students, but all Ferris community as well. The University acknowledged that we did not have the capability to implement the policy in all work environments, but implemented a “roll-out” phase of the policy. There have been challenges with getting all areas to implement the policy in their own departments. Next year, Elise will review policies that guide our work, and find gaps/discrepancies and revise them to be more accurate.

Commencement – Jennifer Stevens:

Jennifer shared participation comparisons from Spring 2017 to Spring 2018. There is always a challenge to the number of tickets given to each student based on the size of our venue. An option of adding an additional ceremony in an effort to compensate guests was discussed. Next year, Jennifer will assess the online graduation application, and review printing costs of commencement.

Greek Life – Ashley Schulte:

Ashley shared that Chapter Presidents of Fraternities and Sororities create a Greek Impact Report and much of her data shared came from this. There is currently 580 students in the Greek Life community. The data reviewed demographics for membership and student categories. There is also emphasis to consider why students leave their Greek communities.

Closing Remarks:

Kristen Salomonson closed the meeting by thanking everyone for their continued efforts in regards to assessment, and gave special thanks to our guests who attended. Angela Palmer asked that any revisions to the report be given to her within the week.

Submitted by: Angela Palmer,
Administrative Assistant to the Dean of Student Life